



The Chatham Police Community Newsletter

Mark R. Pawlina
Chief of Police

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Partnership With Chatham Students, Police and Fire Departments A Slam Dunk !



A Chatham officer takes a pass from a student teammate at the Middle School.

During the month of April 2006, the Chatham Middle and High School students were paired up with members of the Police and Fire Departments for a night of intensely competitive basketball. The Police team squared off against the Fire team with the fire brigade doing some early damage, due to their height advantage. As more student players were rotated into the game, the police squad made a real game out of it, with a good come back that fell a little short of the mark. The fire team ended up with one in the win column after the battle was over.

Sharon Powell, the Town of

Chatham Youth Coordinator, was the organizer behind the event. Because of her efforts, the partnerships being made with the students in town, and the Police Department, have been strengthened. Police Sergeant Mike Anderson said, "The Fire Department may have won the game, but the real winners are the kids, because we are continuing to build that positive relationship. We will continue to join in more of these activities in the future."

In another school partnered event, during the month of May, the Chatham Police and Fire Departments joined together with the High School group called

S.A.D.D. to simulate a fatal car crash, demonstrating the tragedy of drunk driving. The scene involved a fatality with serious injuries, due to an intoxicated driver. This may have been an exercise, but it sent a sobering message to all the students.

During the month of June, Officer Bill Massey presented an internet safety class designed for parents. The presentation was an awareness effort to inform parents about the dangers facing youths the internet. The issues presented, such as the "My Space" website, were especially enlightening to the parents.



"Dedicated to serving and protecting our community."

Tip Of The Hat To Chatham's Finest

*A letter was received from Patrick Doherty of the Ben Franklin Store praising **Officer Andy Goddard** for his "professionalism and expertise" of a theft from a vehicle.. Officer Goddard was commended for arresting the thief, and returning the stolen goods within two hours. Great job Andy!!!*

*Mary Todd Everett wrote a letter commending **Officer Steve Balmain** for a job well done on a fraud investigation. Officer Balmain showed "great concern and moved swiftly to uncover the source of the problem". Great job Steve!!!*

*Adele Lemieux wrote a letter commending **Officer Steve Lavin** for his compassion in dealing with her son during a very sensitive family situation. Great job Steve!!!*

*To our brave officer:
Deborah Lochiatto -
Get well soon Deb!!!*

For Retailers and Merchants An Alert And Well Trained Staff Helps Prevent Shoplifting Losses



" In one day there are about 550,000 shoplifting incidents costing Americans more than \$25 million in losses in the United States."



Shoplifting is often thought of as a minor crime that has minor consequences for the offender. However, for merchants, the cost and effect on their business is substantial. With more than \$10 billion worth of goods stolen each year, retailers often take preventative measures to help reduce shoplifting losses. What exactly can merchants do to minimize shoplifting occurrences at their store? These helpful hints can be useful in reducing shoplifting incidents at your place of business:

- ◆ Your best line of defense against shoplifters are your employees. Store employees greeting customers upon entry into the store by making eye contact, and asking if they can assist them is great for customer service, and discouraging to shoplifters.
- ◆ Face the cashiers so their backs are against the wall with a good view of the store. An elevated platform is very helpful.
- ◆ Lock fitting room doors when not in use, require customers to see a sales clerk before entering the fitting room, and limit the number of items allowed inside. Café style doors are also helpful because they provide privacy, but are not totally concealed.
- ◆ High value items should be placed well inside the store, away from exits or stored in strong display cases that can be locked.
- ◆ Keep racks and shelves as low as possible so employees can view customers.
- ◆ Install mirrors for blind or hard to see spots in the store.
- ◆ Neatly organize and arrange merchandise so it will be more obvious if an item has been removed.
- ◆ Post signs indicating your store prosecutes shoplifters. The Chatham Police Department has signs that say free rides given (to jail) if you are caught shoplifting.
- ◆ Arrange the store exit route so that customers must exit by a cash register or clerk station.
- ◆ Notice and watch customers with packages, purses, bags, and backpacks that are open. Most people have these items closed so they don't lose the contents.
- ◆ Watch for people with extreme loose fitting clothing, or wearing jackets and coats during warm weather.
- ◆ Watch for customers who are nervous, and have wandering eyes, especially if looking up often to see store clerks.
- ◆ Watch for people who keep you overly distracted, or cause a scene while others are in the store. This could be a diversion technique providing an opportunity for others to shoplift.
- ◆ Use tamper resistant gummed price labels, or price tags with sturdy plastic string to guard against price switching.

There is no shoplifter profile. Shoplifters are equally men and women. Only 3% are considered professionals. Most shoplifters are average looking people that easily justify the act to themselves, and 73% did not plan or premeditate the act. Remember, store employees who are attentive and well trained, are your best method of prevention against shoplifting.



Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new prod-

uct.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment

upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from

which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Mark R. Pawlina
Chief of Police

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

"Protecting and Serving our Community
Through Teamwork"


Organization

We're on the Web!
example.microsoft.
com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words. If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of stan-

dard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.